

## Frequently Asked Questions

**Q: Tell me about Avalon Enterprises**

**A:** Avalon Enterprises is an award-winning residential design firm specializing in custom homes that showcase green design. I founded Avalon after studying design and architecture at Stanford University and Oxford University in England. I wanted to marry my passions for architectural design and construction arts.

Presented by  
Kacey Fitzpatrick,  
**Founder,**  
**Avalon Enterprises**



Today, as a licensed general contractor, a LEED Accredited Professional and a Certified Green Building Professional, green design and building opportunities represent my entire focus. This is because I firmly believe that this approach creates homes that are better for people and better for the planet. I am passionate about fighting climate change and I believe that sustainable development is a big piece of that.

As a successful small firm, Avalon selectively chooses its projects. As I think about a project, I focus attention on the details of daily living, because that's where homeowners often find the greatest satisfaction. I apply timeless principles of architecture and design to enhance the sense of space, light, order and balance. I strive to achieve practical and beautiful homes that support people in their daily living.

I believe that a successful design can be achieved in nearly any style. In the same way, any style of home can be a green home. Most of all, my philosophy is to design *for life*.

**Q: How did you get into doing green design?**

**A:** While studying design and architecture at Stanford University, I took a course on passive solar design from Gil Masters. During the first years of my business, I remained intrigued with green design and incorporated low impact materials and practices into many projects. Nevertheless, it did not become central to my work right away. I found that while many homeowners had misconceptions about what green building meant, their priority was creating a beautiful, functional home. My focus became great habitats for living.

Then, a few years ago, an amazing event changed my life: I gave birth to my first child, my son Kael. This miracle of life made me question what was really important to me and what I was putting my energy into.

Soon afterward, I made a commitment to focus solely on green design and sustainable development practices. My biggest concern now is what kind of world we are leaving behind for future generations, in light of global warming. My goal is to create healthier buildings that perform better and are environmentally responsible in order to help make the world a better place for both current and future generations.

## Avalon Enterprises Inc FAQ

Q: I've heard about "green" but I'm not sure what it is. What does green mean?

A: Green buildings are high performance buildings, which typically maximize use of:

- Free natural resources (natural daylight; passive cooling & heating, natural ventilation)
- Energy efficient technologies
- Locally made building products

while conserving natural resources and minimizing the use of environmental toxins.

In short, building green means improving our design and construction practices so that buildings will:

- Last longer
- Cost less to operate
- Be more comfortable
- Help us live longer, healthier lives

while minimizing environmental impacts to the earth.

Q: How much does it cost to build a green home?

A: There is a range of green choices, so the cost depend entirely on the features you choose. Some green features will cost more up front, while some cost the same as conventional. Often less costly mechanical systems can be selected due to the efficient design of green homes. Although overall cost depends on the features selected, the extra cost is often within the contingency allowance of a typical construction budget. Costs are steadily decreasing as technologies evolve and demand increases each year.

The real benefit of building green is a holistic design that creates a home that is more comfortable, efficient, healthier and less costly over the long term.

Simply put, a green home can:

- Provide a healthier environment for your family
- Help you live more comfortably
- Save you money every month
- Last longer than a conventional home

Green homes typically incorporate more natural daylight, fresh air and fewer toxins, which contribute to a healthier family, lower medical bills and less missed school or work. This value is important to most people, but hard to quantify precisely. Several important studies have demonstrated and quantified the value of green design for commercial and office buildings, but not yet for residences.

For More Information on Green Building:

See Avalon's Fact Sheets on our website and visit the links we provide to informational sources online.

Call Avalon Enterprises for an initial consultation regarding your green project. Avalon can provide design, building or consulting services to a wide variety of clients and projects.